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## TASER International Q4 2007 Earnings Call Transcript

### Question-and-Answer Session

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**Operator**

No problem, sir. (Operator Instructions). Your first question does come from the line of Eric Wold with Merriman Curhan Ford. Please proceed.

**Eric Wold - Merriman Curhan Ford**

Hey, good morning.

**Tom Smith**

Hi Eric.

**Eric Wold - Merriman Curhan Ford**

Before I get into a couple of questions, do you mind just giving me the actual numbers in the quarter for X26, M26, CAMs and Cartridges?

**Tom Smith**

The X26 in the quarter was 23,065. On the M26, it was 777 and on the Cameras was a little over 3,000.

**Kathy Hanrahan**

And the C2s were 8,830.

**Eric Wold - Merriman Curhan Ford**

And the cartridges?

**Tom Smith**

439,252.

**Eric Wold - Merriman Curhan Ford**

Perfect. So going to the C2, can you update us on where we are there? When we could start seeing additional retailers be announced, what retailers are saying to you either? That they excited about it or they are still possibly hesitant about not carrying the C2 and then on the infomercial, when that

starts rolling out kind of full force and kind of where the cost for that has been placed? How much is the infomercial within Q4 if any and if it's all going to be falling into Q1?

**Tom Smith**

Well, let me start backwards and I appreciate your bringing up the infomercial, I skipped that in my comment. Our actual rollout begins this coming weekend. We're going to start in 10 cities and all of the cost will be borne for that in Q1 of this year. But it will start running this weekend, we're going to be again working with the company that they manage how you test those and get the response and then tweak what the messaging is within the infomercial and then call the action. We'll be starting for example; in Phoenix, Atlanta, Denver, Los Angeles just to name four of the ten cities. I don't have them all in front of me.

That they will be doing some tests this weekend, they are monitoring those results, but we'll be taking all the expense for that in Q1. We've put a lot of effort into it; you can't see a full version of the infomercial on our website. And as far as the C2 goes, so far the response has been very good. I can tell you our biggest hurdle has still been the interest in what our critics are throwing out, they're about the potential for injury and when we're able to get in front of these people, we're able to convince them of that. And I'm hoping to make some announcements with some retailer by the end of the second quarter at the latest. But lot other people we started conversations with the year ago, we renewed those conversations, they have now seen six months of some sales out there, we have seen good response.

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